



WXYZ

ORDER

Print Date 08/17/12

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Flight Dates 10/08/12-10/14/12

Contract / Revision 300772 / Stabenow for Senate 2012

Original Date / Revision 06/15/12 08/02/12 Agency Com 15%

Advertiser Stabenow / Democrat / Sena Billing Contact

11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Agency Media Strategies & Research

Buying Contact Rachael Beale

11350 Random Hills Road
Suite 670
Fairfax, VA 22030Primary Account Executive
Steve Kopicki

Account Executive	Order%	Start Date	End Date
Steve Kopicki	100%		

Product

Agency Com 15%

Billing Contact

11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Sales Office WXYZN

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 11273

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-4

Advertiser Ref

Order Share 30% Market Value 330083

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	70%	231058
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$84,171.25	\$99,025.00	0.00	10/01/12	10/14/12	57	\$84,171.25	\$99,025.00
Totals	57	\$84,171.25	\$99,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/09/12	10/12/12	5am News M-F 5am News M-F	CM	5-6am M-F	- T - - F - -	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- T - - F - -		2				\$250.00		0.00			
N 2	WXYZ	10/08/12	10/14/12	6am News M-F Action News 6am	CM	6-7am M-F	MTWTF - -	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTWTF - -		5				\$900.00		0.00			
N 3	WXYZ	10/08/12	10/14/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF - -	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **300772** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 06/15/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11273**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WXYZ	10/08/12	10/14/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$900.00		0.00			
N 4	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$275.00		0.00			
N 5	WXYZ	10/13/12	10/13/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$275.00	P-4	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$275.00		0.00			
N 6	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
N 7	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
N 8	WXYZ	10/09/12	10/09/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	-T-----	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$325.00		0.00			
N 9	WXYZ	10/10/12	10/10/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--W----	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$500.00		0.00			
N 10	WXYZ	10/11/12	10/11/12	12p Noon News 12n-1p	CM	12-1pm M-F	---T---	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$350.00		0.00			
N 11	WXYZ	10/08/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	M-W-F--	:30	3	\$600.00	P-4	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W-F--					3	\$600.00		0.00			
N 12	WXYZ	10/09/12	10/11/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-T-T---	:30	2	\$600.00	P-4	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-T---					2	\$600.00		0.00			
N 13	WXYZ	10/08/12	10/12/12	5p News 5-6pm M-F	CM	5-6pm M-F	M-W-F--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-W-F--					3	\$1,200.00		0.00			
N 14	WXYZ	10/08/12	10/12/12	6p News 6-630pm M-F	CM	6-630pm M-F	MTWT---	:30	4	\$1,300.00	P-3	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWT---					4	\$1,300.00		0.00			
N 15	WXYZ	10/08/12	10/12/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **300772** Flight Dates **10/08/12-10/14/12**

Hiatus Dates

Original Date / Revision 06/15/12/ 08/02/12

Order Sep 00:20:00

Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11273**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	10/08/12	10/12/12	7p News M-F 7-730p	CM	7-730pm M-F	MTWTF--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$1,200.00		0.00			
N 16	WXYZ	10/08/12	10/14/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	MT--TF--	:30	4	\$2,000.00	P-3	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT--TF--					4	\$2,000.00		0.00			
N 17	WXYZ	10/08/12	10/08/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M-----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$10,000.00		0.00			
N 18	WXYZ	10/09/12	10/09/12	Tuesday Prime A Tuesday Prime A	CM	8-9pm Tuesday	-T-----	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$5,000.00		0.00			
N 19	WXYZ	10/10/12	10/10/12	Wednesday Prime A Wednesday Prime A	CM	8-9pm Wednesday	--W----	:30	1	\$2,500.00	P-4	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$2,500.00		0.00			
N 20	WXYZ	10/10/12	10/10/12	Wednesday Prime B Wednesday Prime B	CM	9-10pm Wednesday	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----					1	\$10,000.00		0.00			
N 21	WXYZ	10/11/12	10/11/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---					1	\$5,000.00		0.00			
N 22	WXYZ	10/12/12	10/12/12	Friday Prime C Friday Prime C	CM	10-11pm Friday	----F--	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$2,000.00		0.00			
N 23	WXYZ	10/14/12	10/14/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$5,000.00		0.00			
N 24	WXYZ	10/14/12	10/14/12	Sunday Prime C Sunday Prime C	CM	9-10pm Sunday	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$3,000.00		0.00			
N 25	WXYZ	10/08/12	10/12/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	MTWTF--	:30	5	\$2,500.00	P-3	0.00	NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MTWTF--					5	\$2,500.00		0.00			
N 26	WXYZ	10/13/12	10/13/12	11pm News Sat 11-1130pm Sa	CM	11-1130pm Sat	-----S-	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$2,500.00		0.00			
N 27	WXYZ	10/14/12	10/14/12	11pm News Sun 11-1130pm Sun	CM	11-1130pm Late N	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$2,500.00		0.00			



WXYZ

Print Date: 08/17/12

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Contract / Revision **300772** Flight Dates **10/08/12-10/14/12** Hiatus Dates
Original Date / Revision 06/15/12/ 08/02/12 Order Sep 00:20:00
Advertiser **Stabenow / Democrat / Sen** Product **Stabenow for Senate 2012** Estimate # **11273**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	10/14/12	10/14/12	11pm News Sun 11-1130pm Sun	CM	11-1130pm Late N	- - - - - S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	- - - - - S			1			\$2,500.00		0.00			
N28	WXYZ	10/08/12	10/14/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	- - T - -	:30	2	\$750.00	P-4	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M - T - -			2			\$750.00		0.00			
Totals														57	\$99,025.00